

Pentagon Channel Stats

Military Distribution

Facilities On Air: 370
U.S. Military Population: 1,382,849
AFRTS Worldwide:
1,000,000; 177 Countries

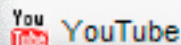
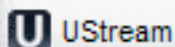
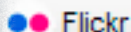
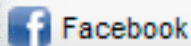
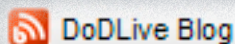
Commercial Distribution

Total Commercial Carriage:
More than 18 million households via
cable, satellite, telco video services,
IPTV, and local access channels

Web Distribution

More than 8 million
Podcast feed requests annually

Stay Connected with tPC



Pentagon Channel Welcomes

ComSouth, GA

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tPC Coverage on U.S. Military Relief Efforts to Haiti



*SGT John Mann reporting from Haiti on
the relief efforts of the USNS Comfort*

From Around The Services to Pentagon Channel Reports, the Pentagon Channel (tPC) covered the military's response to the tragic earthquake in Haiti Jan. 12 and continuing aftershocks. tPC provided reports detailing the ways in which the U.S. Military has helped the impoverished and devastated nation of Haiti.

tPC reporter, Army Sergeant John Mann, was on board USNS Comfort (T-AH 20) within days of the disaster, and has provided

firsthand accounts of exactly what the men and women aboard the hospital ship have done to help save the lives of people affected by the earthquake. Sgt. Mann has covered everything from the ship's initial deployment and transit to Haiti to the first patient being flown aboard Comfort to receive medical care and beyond.

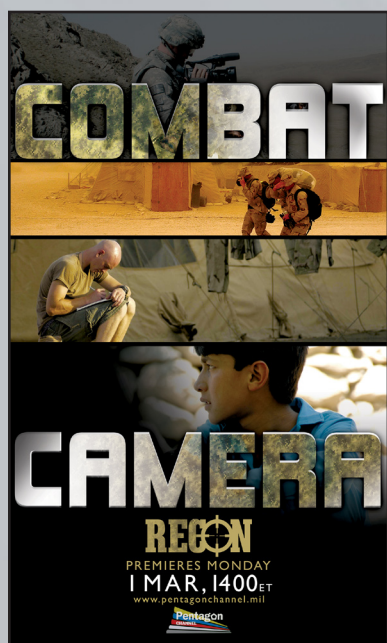
tPC received numerous video package updates as well as live video and telephone interviews with top military officials on the ground in Haiti, giving tPC up-to-the-minute coverage of relief efforts. Such well-rounded coverage of the military's efforts in Haiti would not be possible without the dedication and coordination of all Defense Media Activity assets around the world. The effectiveness with which the Pentagon Channel has covered the military's mission shows why tPC is the best place for up-to-date military news.

Command Performance Keeps the Specials Coming

Best of Command Performance re-mixes some of the favorite episodes from the past year recorded at Washington DC's 9:30 Club. This first in a planned series of retrospective *Best Of* specials features conversations with All American Rejects, Alice in Chains, Cat Power, Deertick, Paulo Naitini and Our Lady Peace.

Command Performance is a weekly music interview feature allowing interaction between top tier artists and military members discussing their music and ties to the military. If you missed this *Best of* special or the recent *Holiday Special*, go to www.pentagonchannel.mil/commandperformance to check it out.





January RECON: *Reset*

Old stories, new successes... In January, RECON revisited three earlier programs to see how the stories were changing and the effects they were having.

RECON: *Reset* first revives the memory of Marine Sergeant Merlin German who survived the longest hospitalization of any burn victim in medical history and sees how the Sergeant Merlin German Call Center is honoring him by helping Marines.

Reset also retraces some of the routes of *Perilous Passage* from 2007, which first presented the Coast Guard's use of biometrics to help control illegal migration into Puerto Rico, and shows how the Coast Guard has reduced attempts by more than 80%.

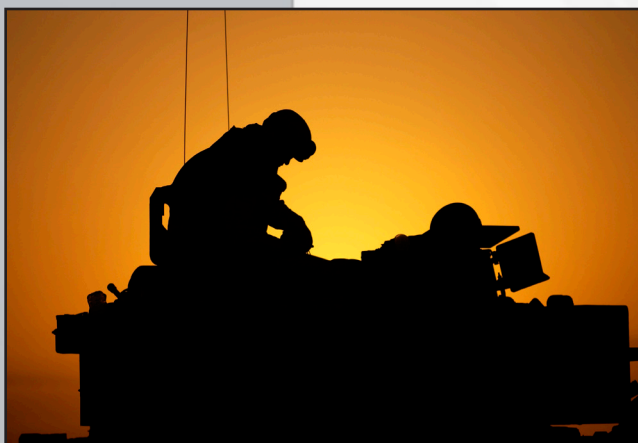
Finally the program reveals an even more advanced prosthetic arm that has become ready for testing by patients since *Life&Limb* first aired in November, 2009. Recon: *Reset* premiered January 4th on the Pentagon Channel.

March RECON: *Combat Camera*

They see the military experience through the lens of a camera, they capture a moment in history in an environment where others are fighting to defend their lives. There are times when the image they capture will be their last.

They are the men and women of Combat Camera. Their images tell a story and RECON will tell their story.

In the March episode of RECON, we follow the men and women of 1st Combat Camera to Ft. Irwin, California where the battlefields are simulated but the exercises are real. We'll speak with the men and women of DIMOC, the Defense Imagery Management Operations Center, at the Pentagon to hear their experiences downrange and experience the images they brought home. And we'll meet one member of the 55th Signal Company whose life was changed forever in the hills of Afghanistan. All with a single mission - to document military activity – but each coming home with unique images of their time in the field.



These images provided by Combat Camera.

Know Your Anchors



NAME: SSgt Josh H. Hauser

YEARS OF SERVICE: almost 9

HOMETOWN: Johnstown, PA

GOALS: To be a good father and help people when I can.

ANCHOR YOU WOULD MOST LIKE TO MEET: Juan Williams, I think he's one of the most honest journalists out there.

FAVORITE TV SHOWS (WHY): MacGuyver (pocketknives save lives), Dexter (love the anti-hero character), Cartoons (you're never too old to laugh).

FAVORITE MUSIC OR BAND: I'm a classic rock guy. The Doors.

FAVORITE BOOK: Watership Down

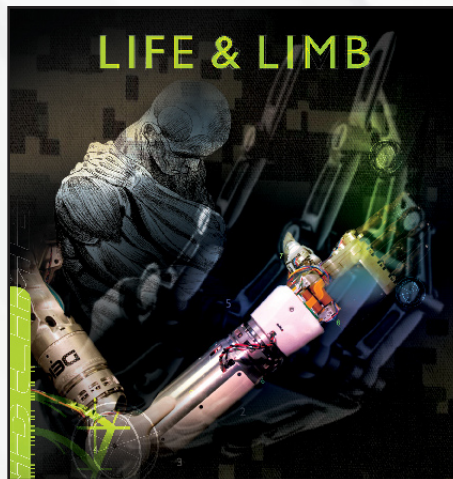
INTERESTING PLACES YOUR SERVICE HAS TAKEN YOU: Japan, Guam, Wake Island, Iwo Jima, Thailand, Sri Lanka, Iceland, Germany, Iraq, Qatar, Kuwait, Romania.

INTERESTING FACT ABOUT YOU: I can say "Thank you" in eight languages. It goes a long way. I always try to learn a little of the language wherever I wind up.

RECON UPDATES

Going for the Gold

In December, RECON: *Game On* profiled military athletes competing for a coveted spot on the U.S. Olympic Bobsled and Biathlon teams. The teams have been chosen and four members of the Army's World Class Athlete Program will be representing the military and the United States in Vancouver. SGT William Tavares was selected as assistant coach for the U.S. Men's Bobsled Team – joining him will be SGT John Napier and 1LT Christopher Fogt. Both Napier and Fogt will be competing in the four-man bobsled, Napier also earned a spot competing in the two-man events. SGT Jeremy Teela will be making his third Olympic appearance as a member of the U.S. Biathlon Team.



Breaking Records

November's RECON: *Life & Limb* was a huge success. *Life & Limb* downloads boasted seven times the usual podcast downloads. In any given month, the current RECON averages about 3,000 podcast downloads during the month. The November 2009 show *Life & Limb* got a total of 24,694 downloads that month. That's more than a 700% increase! This show focused on the great strides being made in development of prosthetics. If you missed it, check it out at www.pentagonchannel.mil.

It's Always Nice to Share, Now You Can Share Us

The Pentagon Channel now has a new way to share your favorite videos with family and friends. Go to www.pentagonchannel.mil and click on the Share tool in our front page video player. From there, you can share our videos using the social media service of your choosing. Don't see the one you want in the initial list that pops up? Select "More..." and you'll get the full list, including dozens and dozens of possibilities. It's that easy!



INTERNAL COMMUNICATIONS



www.dma.mil



American Forces
Radio & Television Service
www.myafn.net



www.pentagonchannel.mil



www.defense.gov



www.estripes.com

Pentagon Channel Details its Use of Social Media at the G.V. Expo

Brian Natwick, general manager of the Pentagon Channel, spoke at the Government Video Expo in Washington, D.C. in December as the afternoon keynote as he explained how the channel is pushing forward into the social media frontier.

Communication is a two-way street and social media is all about communication. In reaching our audience, it's not only about getting them to come to us on our Web site, but also coming to them in their various favorite modes of communication. It's evermore important now to reach out to our viewers in more ways than one and through media they use everyday.

"We're aware that our audience is 'plugged in' so it only made sense to look at new ways to communicate with them," said Natwick. "In addition to the great content already on the channel, we're using social media to connect with viewers in a way they're completely comfortable with, which can only enhance the user's experience."

The channel chose to use social media because many of our men and women in uniform reach out for information through the internet and spend a good amount of time in using social media. The channel uses social media not only to keep them informed but also to get their feedback and to respond to them. "We must talk back in social media," Natwick urged. "We have to be there for our men and women to get them to the info they need."

Natwick stressed a few key points in using social media successfully such as not over-saturating the audience with tweets lest the information be seen as noise. While the channel boasts a great internet presence with the longest live stream on the web (streaming 24/7 online for the last 5 and ½ years), we also complement our broadcast presence and main Web site by using the social media tools as a tease to push the viewer to the content on TV and on the Web. Natwick explained it this way: "We're not just repeating the news block. It's putting a key piece of info out, a tease, like a piece of cheese to pull the mice in to see the rest of the story."

So, while the Pentagon Channel keeps you and the military community informed with command information and military news everyday and entertained with lifestyle programming and new fun shows, we're also bringing you more. Extra footage, tidbits, stories and up to the minute info on what we're doing can be found through the various other modes of communication.

We want to be where you are. So stay tuned and log on for pictures, outtakes, and our crew's personal experiences. Follow us on Twitter, be our fan and see footage only found on Facebook, read about our experiences through blogs on Defense.gov, see our videos on YouTube, and download from iTunes. As always, the main site (www.pentagonchannel.mil) remains the source for military news and information from the Pentagon Channel.

Original On-Air Programming

Catch them on-air or online.



30-minute daily newscast on military news



30-minute documentary on all things military



30-minute workout led by service members



30-minute cooking program featuring top military chefs



30-minute newsmagazine on news from the Pentagon.



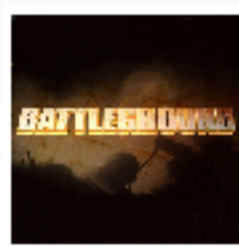
15-minute program on operations in Afghanistan and Iraq



30-minute "survivalguide" for the new servicemember



30-minute program featuring AAFES solutions



30-minute series featuring historic films from past wars



Briefings, press conferences, speeches and special events.

Video and Audio Podcasts

Find them through our Web site or the iTunes store.



Backstage with today's top entertainers with a uniquely military perspective



ATS in Brief: 5-minutes of Around the Services headline news



CJCS: interviews and statements from CJCS on issues concerning servicemembers



2-minute audio profile of a decorated "American Hero"